



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Robert L. Parker, et al.

Application No.: 09/970,535

Docket No.: 42390P9334

Filed: 10/03/01

For: Presentation of Personalized
Merchandise in an Electronic
Commerce Transaction

Examiner: Gerald J. O'Connor

Art Unit: 3627

PRELIMINARY AMENDMENT

Mail Stop RCE
COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action dated September 3, 2004, please
amend the above-identified application as follows: